



media/arts
& TECHNOLOGY

Visual Concepts
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Vocabulary Words
Lecture 4
MW 12:00-1:50

VISUAL CONCEPTS
LECTURE 4, EMPHASIS
AND FOCAL POINT

Emphasis/ Focal Point:

Juxtaposition:

**Ways to create a
Focal Point in a
Composition:**

Emphasis by Contrast:

Emphasis by Isolation:

**Emphasis by
Placement:**

**Absence of a Focal
Point:**

**Degree of Emphasis,
maintaining unity:**